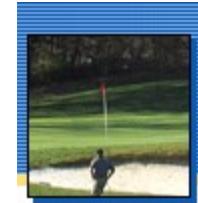
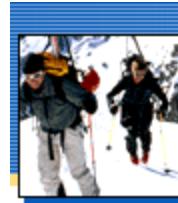




# U.S. Army 2005 MWR Leisure Needs Survey



**Installation Management  
Agency  
Southeast**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Installation Management Agency - Southeast

## □ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## □ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ NEXT STEPS

# PROJECT OVERVIEW

Installation Management Agency - Southeast

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

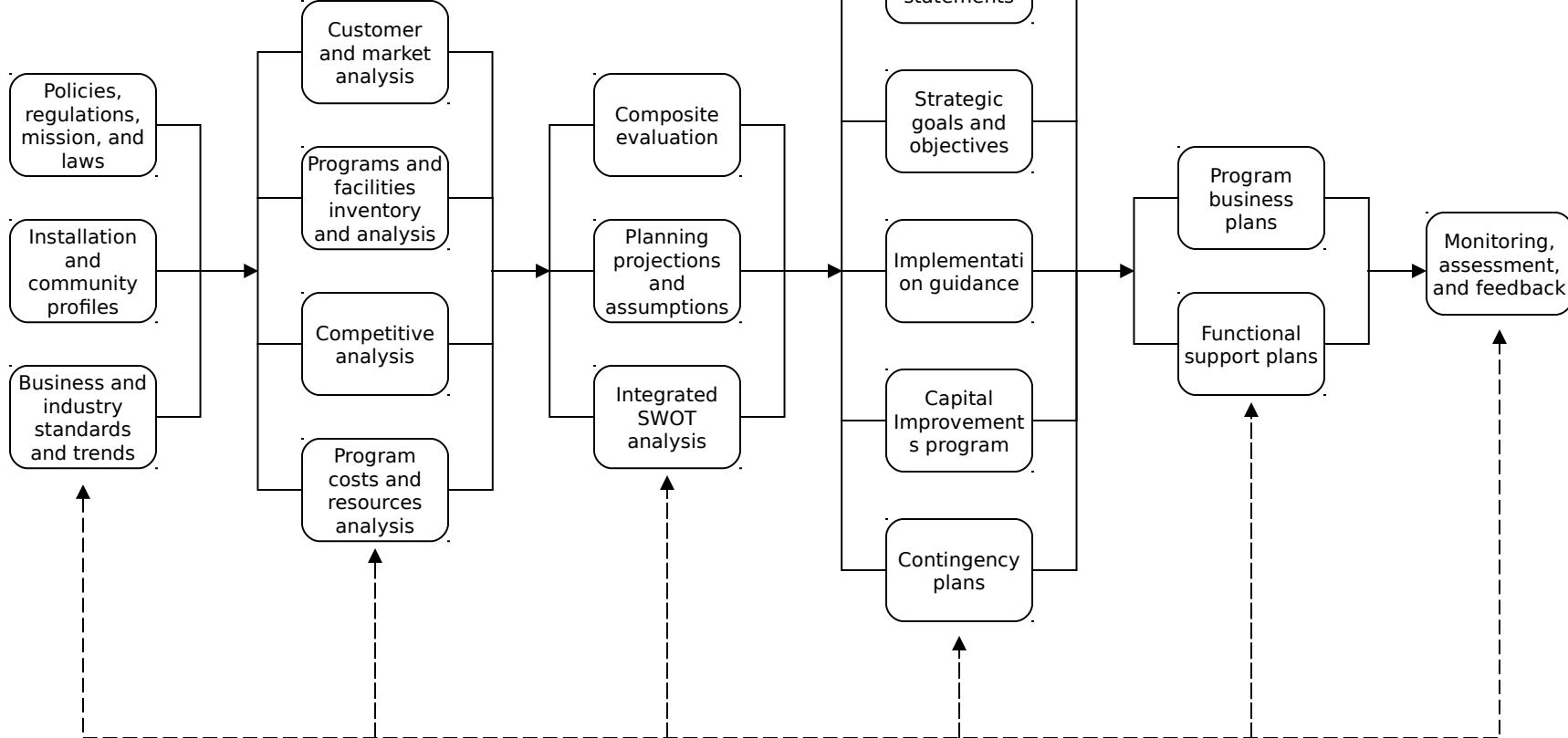
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

## Installation Management Agency - Southeast

### I PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 54,738 surveys were distributed at IMA - Southeast



### I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

Installation Management Agency - Southeast

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Southeast respondents completing survey via the Web by patron group and for all respondents:
  - Active Duty Soldiers: 24%
  - Spouses of Active Duty Soldiers: 40%
  - DA Civilians: 43%
  - Retirees: 26%
  - All Respondents: 31%

# METHODOLOGY

## Installation Management Agency - Southeast

### I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
IMA - Southeast:					
Active Duty	58,804	13,350	3,796	28.43%	±2.03%
Spouses of Active Duty	29,128	16,520	1,935	11.71%	±2.11%
Civilian Employees	83,936	10,483	2,507	23.91%	±1.54%
Retirees	63,198	14,385	3,305	22.98%	±1.57%
<b>Total</b>	<b>235,066</b>	<b>54,738</b>	<b>11,543</b>	<b>21.09%</b>	<b>±0.90%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

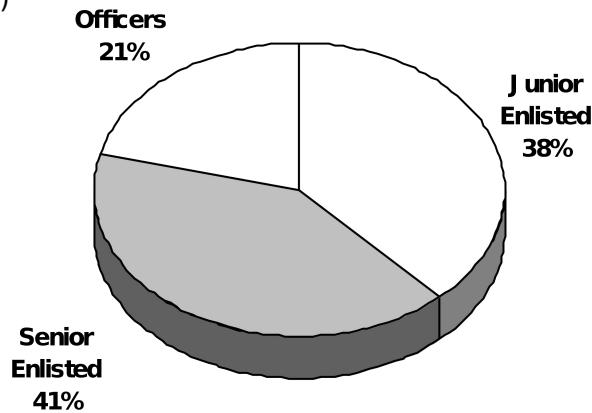
# PATRON SAMPLE\*

Installation Management Agency - Southeast

## RESPONDENT POPULATION SEGMENTS

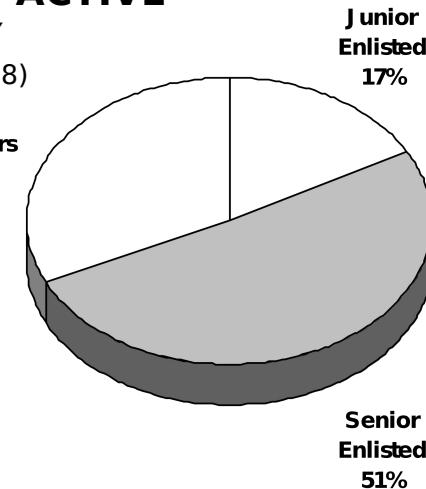
### ACTIVE DUTY

(n = 3,586)



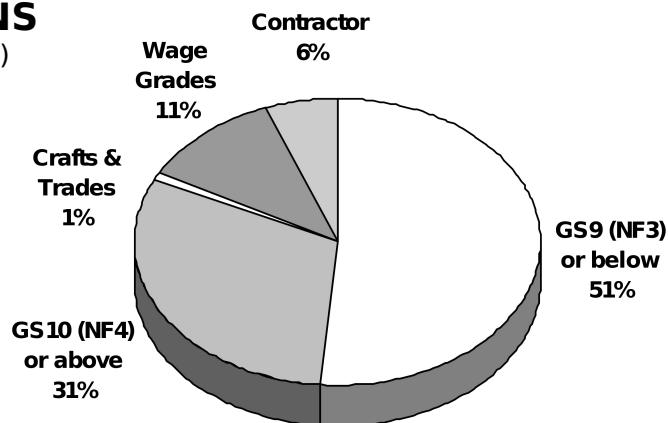
### SPOUSES OF ACTIVE DUTY

(n = 1,658)



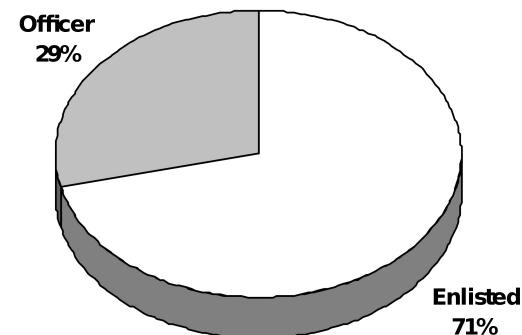
### CIVILIANS

(n = 2,376)



### RETIREES

(n = 2,355)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## Installation Management Agency - Southeast

### □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

### □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND

## QUALITY

Installation Management Agency - Southeast

### MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

41%

Library

33%

Bowling Food & Beverage

30%

Bowling Center

29%

Car Wash

### FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR - Commercial Travel Agency

4.34

Library

4.31

Arts & Crafts Center

### FACILITIES WITH HIGHEST QUALITY RATINGS\*\*

ITR - Commercial Travel Agency

4.21

Library

4.17

Golf Course

\*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

4.10

\*\*Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

# MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND

## QUALITY

Installation Management Agency - Southeast

### LEAST FREQUENTLY USED FACILITIES

BOSS

4%

School Age Services

5%

Marinas

5%

Bowling Pro Shop

7%

Youth Center

### FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Marinas

3.87

Multipurpose Sports/Tennis Courts

3.90

Car Wash

### FACILITIES WITH LOWEST QUALITY RATINGS\*\*

Marinas

3.70

Multipurpose Sports/Tennis Courts

3.74

Car Wash

\*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

3.82

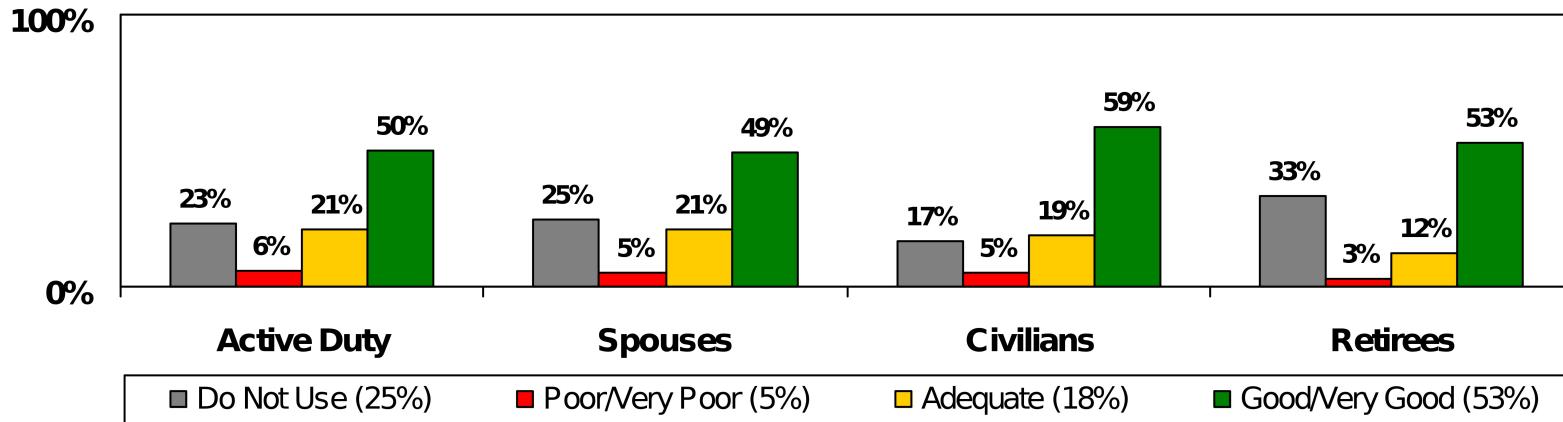
\*\*Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

Athletic Helmets

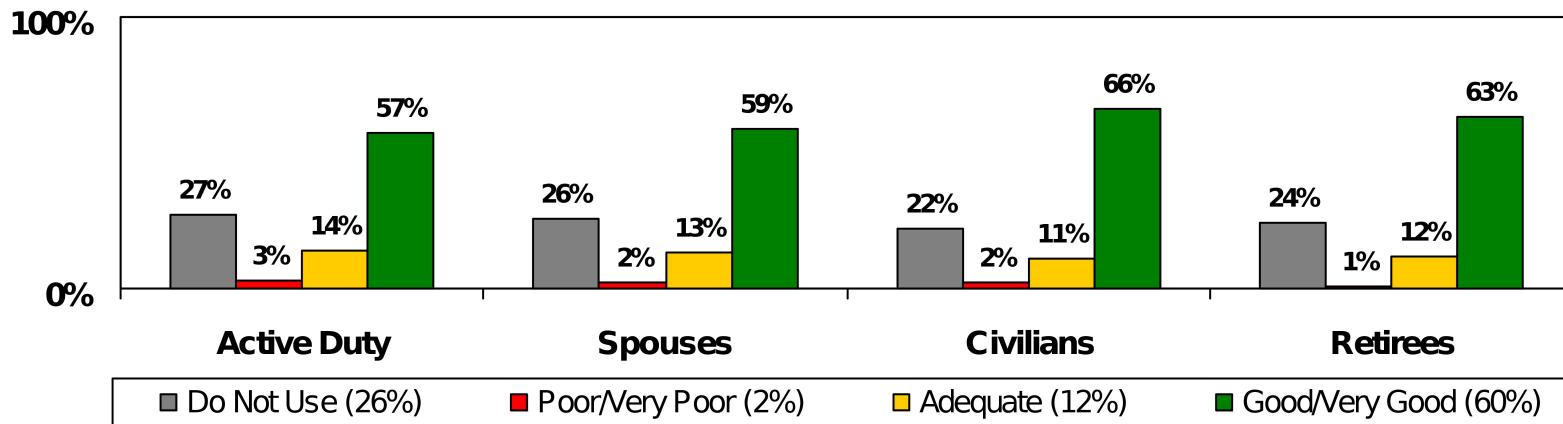
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Installation Management Agency - Southeast

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

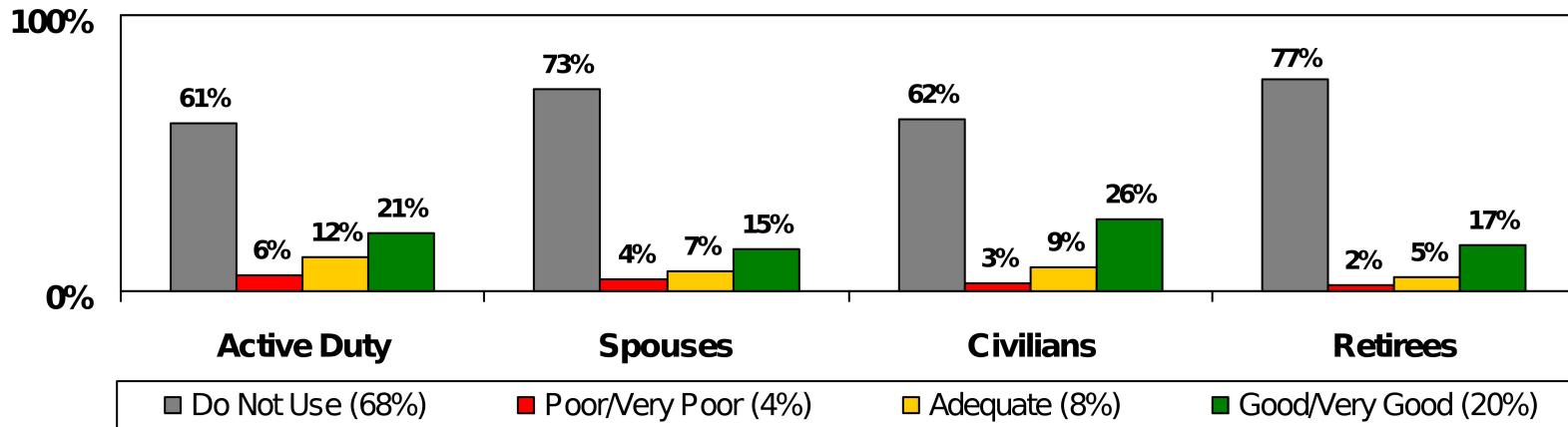


\* Percentages in legend present data for region overall.

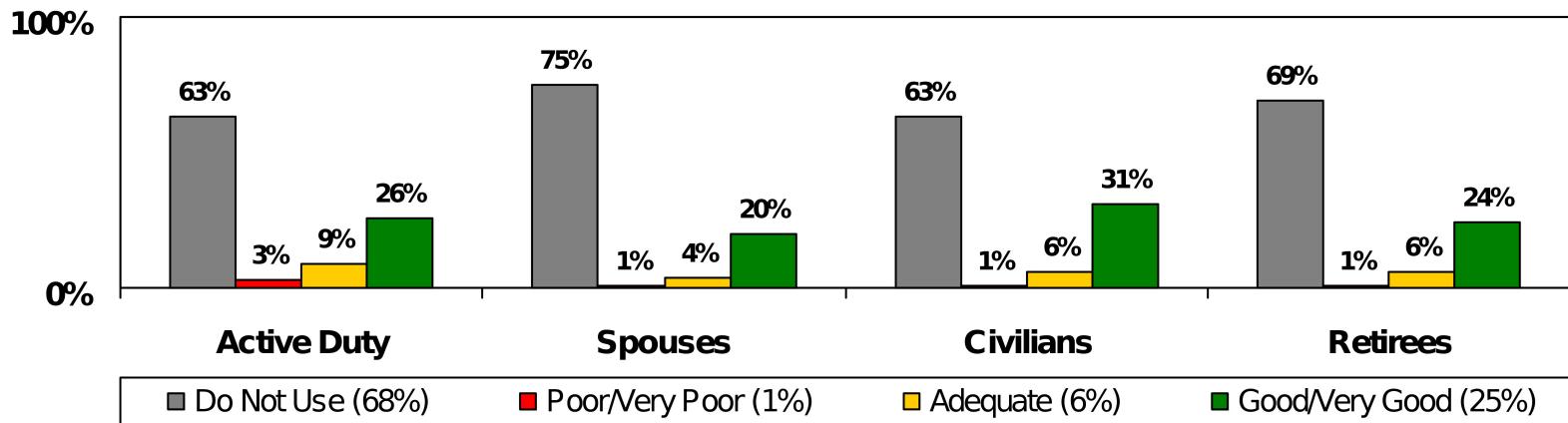
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Southeast

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

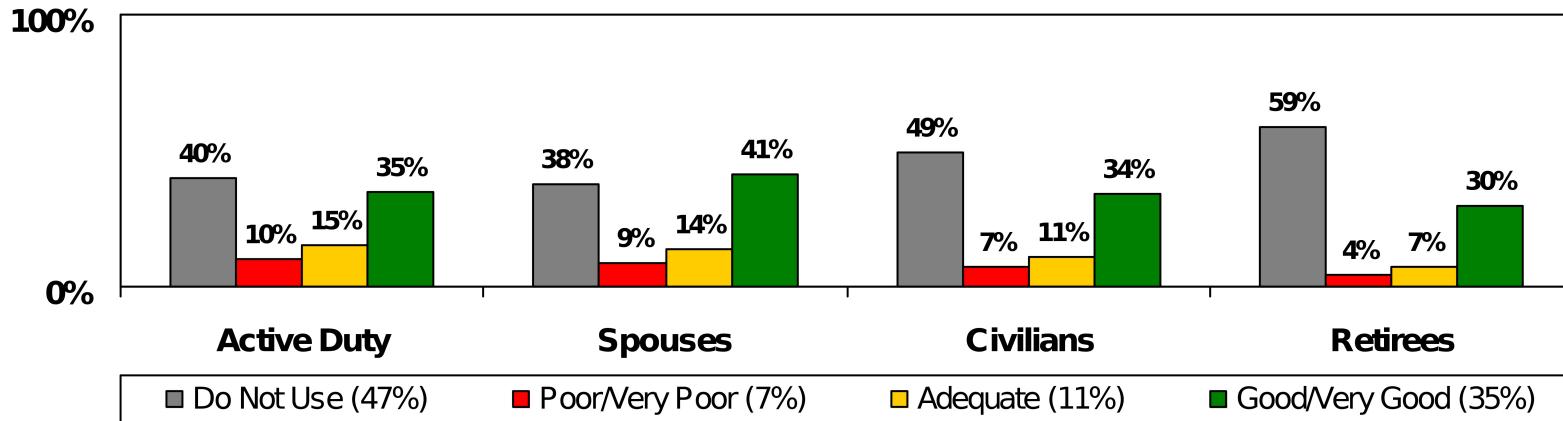


\* Percentages in legend present data for region overall.

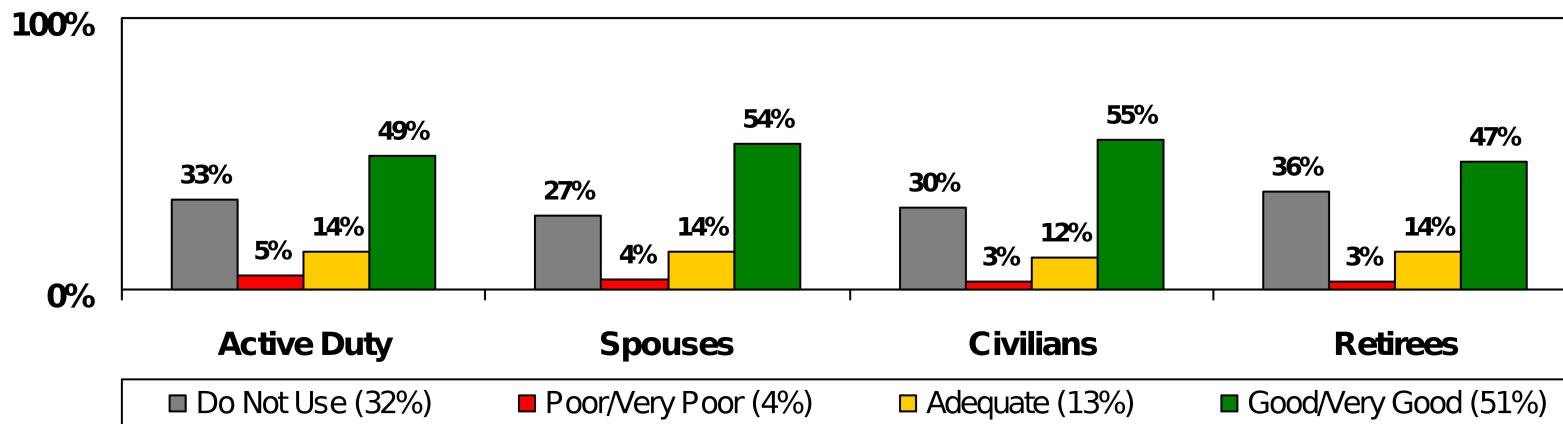
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Southeast

## Quality of On-Post Services\*



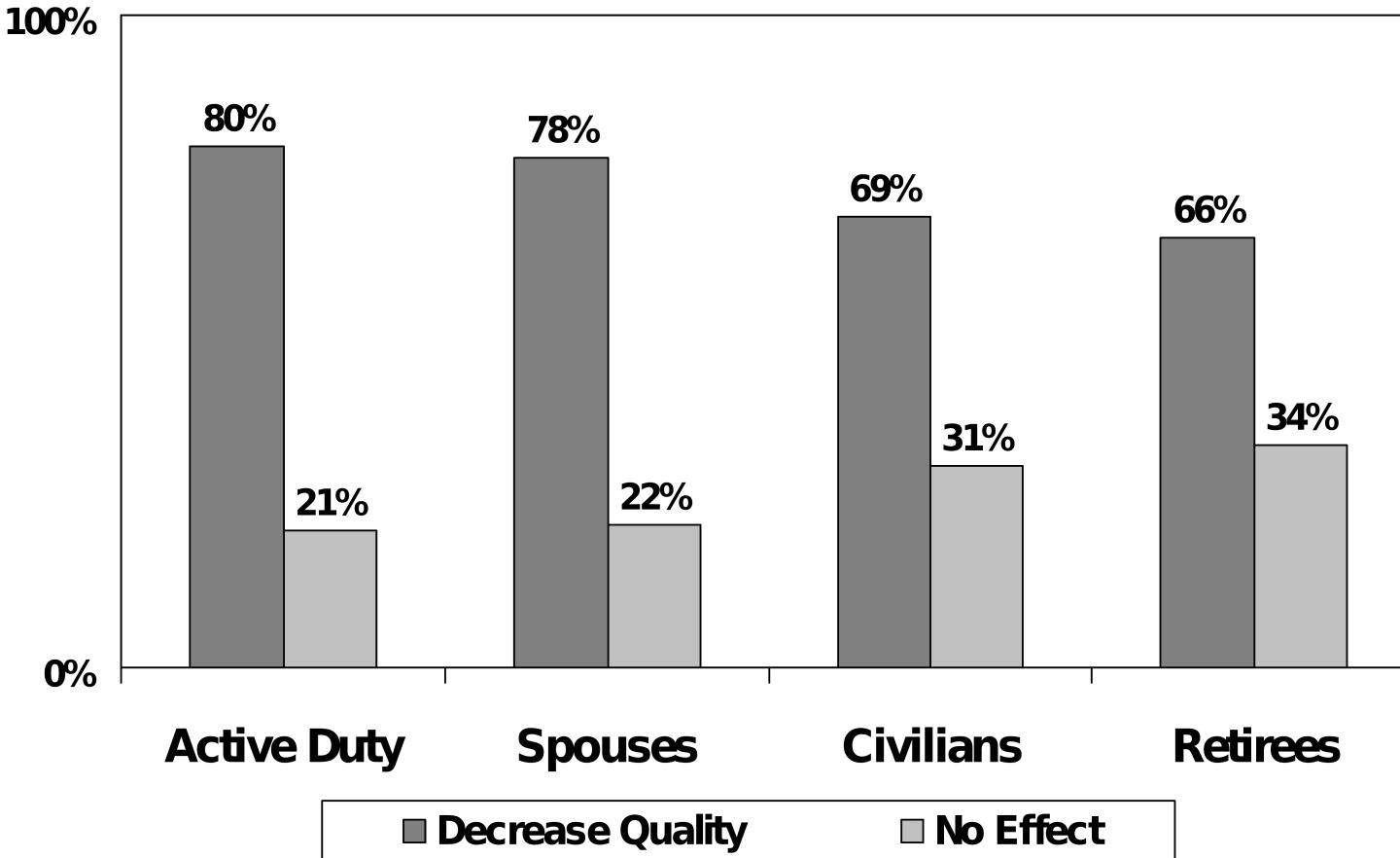
## Quality of Off-Post Services\*



\* Percentages in legend present data for region overall.

# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Installation Management Agency - Southeast



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT **ACTIVITIES/PROGRAMS**

Installation Management Agency - Southeast

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	70%
Army Lodging	70%
Library	60%
Child Development Center	55%
Youth Center	51%
Swimming Pool	42%
School Age Services	40%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Golf Course	39%
Golf Course Food & Beverage	44%
Arts & Crafts Center	47%
Car Wash	48%
Bowling Pro Shop	52%
Golf Course Pro Shop	54%
RV Park	66%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Installation Management Agency - Southeast

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	18%	15%	24%	11%	17%
E-mail	30%	19%	<b>51%</b>	13%	29%
Friends and neighbors	26%	<b>38%</b>	25%	<b>30%</b>	29%
Family Readiness Groups (FRGs)	11%	<b>28%</b>	4%	3%	11%
Bulletin boards on post	<b>35%</b>	26%	34%	27%	<b>32%</b>
Post newspaper	<b>37%</b>	<b>45%</b>	<b>53%</b>	<b>49%</b>	<b>46%</b>
MWR publications	25%	24%	41%	27%	30%
Radio	6%	7%	8%	12%	8%
Television	6%	8%	8%	12%	9%
My child(ren) let(s) me know	3%	6%	2%	2%	3%
Other unit members or co-workers	28%	13%	26%	10%	20%
Unit or post commander or supervisor	21%	6%	9%	3%	10%
Marquees/billboards	17%	20%	24%	17%	19%
Flyers	<b>32%</b>	26%	<b>42%</b>	<b>30%</b>	<b>33%</b>
Other	8%	11%	6%	11%	9%
I never hear anything	13%	11%	4%	16%	11%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Installation Management Agency - Southeast

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	82%	85%
Better Opportunities for Single Soldiers	52%	N/A
Army Community Service	55%	54%
MWR Programs and Services	75%	81%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Installation Management Agency - Southeast

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	57%	81%	19%
Outreach programs	49%	67%	33%
Family Readiness Groups	67%	76%	24%
Relocation Readiness Program	63%	83%	17%
Family Advocacy Program	63%	74%	26%
Crisis intervention	54%	69%	31%
Money management classes, budgeting assistance	64%	76%	24%
Financial counseling, including tax assistance	67%	79%	21%
Consumer information	45%	70%	30%
Employment Readiness Program	52%	69%	31%
Foster child care	35%	59%	41%
Exceptional Family Member Program	61%	75%	25%
Army Family Team Building	54%	71%	29%
Army Family Action Plan	47%	70%	30%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Installation Management Agency - Southeast

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	92%	8%
Outreach programs	46%	82%	18%
Family Readiness Groups	79%	87%	13%
Relocation Readiness Program	70%	92%	8%
Family Advocacy Program	67%	82%	18%
Crisis intervention	46%	73%	27%
Money management classes, budgeting assistance	61%	78%	22%
Financial counseling, including tax assistance	63%	86%	14%
Consumer information	30%	79%	21%
Employment Readiness Program	59%	76%	24%
Foster child care	19%	72%	28%
Exceptional Family Member Program	62%	83%	17%
Army Family Team Building	52%	84%	16%
Army Family Action Plan	37%	82%	18%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Southeast

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	51%	41%
Personal job performance/readiness	51%	42%
Unit cohesion and teamwork	51%	49%
Unit readiness	54%	53%
Relationship with my spouse	45%	40%
Relationship with my children	47%	42%
My family's adjustment to Army life	49%	54%
Family preparedness for deployments	54%	60%
Ability to manage my finances	46%	33%
Feeling that I am part of the military community	48%	52%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Southeast

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	81%	85%
Helps minimize lost duty/work time due to lack of child care/youth services	82%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	56%
Allows me to work outside my home	71%	75%
Allows me to work at home	59%	60%
Offers me an employment opportunity within the CYS program	57%	51%
Allows me/my spouse to better concentrate on my/our job(s)	76%	69%
Provides positive growth and development opportunities for my children	80%	84%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Installation Management Agency - Southeast

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	51%
Personal job performance/readiness	50%
Unit cohesion and teamwork	52%
Unit readiness	48%
Ability to manage my finances	46%
Feeling that I am part of the military community	50%
Relationship with my children (single parents)	48%
My family's adjustment to Army life (single parents)	49%
Family preparedness for deployments (single parents)	49%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Installation Management Agency - Southeast

## Team Sports

Basketball	11%
Softball	8%
Soccer	6%
Volleyball	5%
Touch/flag football	5%

## Sports and Fitness

Walking	37%
Cardiovascular equipment	31%
Weight/strength training	26%
Running/jogging	25%
Bowling	23%

## Outdoor Recreation

Going to beaches/lakes	35%
Fishing	23%
Picnicking	22%
Camping/hiking/backpacking	16%
Bicycle riding/mountain biking	15%

## Entertainment

Watching TV, videotapes, and DVDs	62%
Going to movie theaters	48%
Festivals/events	27%
Attending sports events	27%
Plays/shows/concerts	24%

## Social

Entertaining guests at home	51%
Special family events	38%
Night clubs/lounges	23%
Dancing	23%
Happy hour/social hour	21%

## Special Interests

Internet access/applications (home)	49%
Gardening	32%
Automotive detailing/washing	28%
Automotive maintenance & repair	27%
Digital photography	23%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Installation Management Agency - Southeast

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading (library)	28%	N/A	28%
Internet access (library)	25%	N/A	25%
Reference/research services (library)	21%	N/A	21%
Multi-media (videos, DVDs, CDs) (library)	19%	N/A	19%
Study/self development (library)	18%	N/A	18%
Cardiovascular equipment	18%	12%	31%
Bowling	17%	7%	23%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

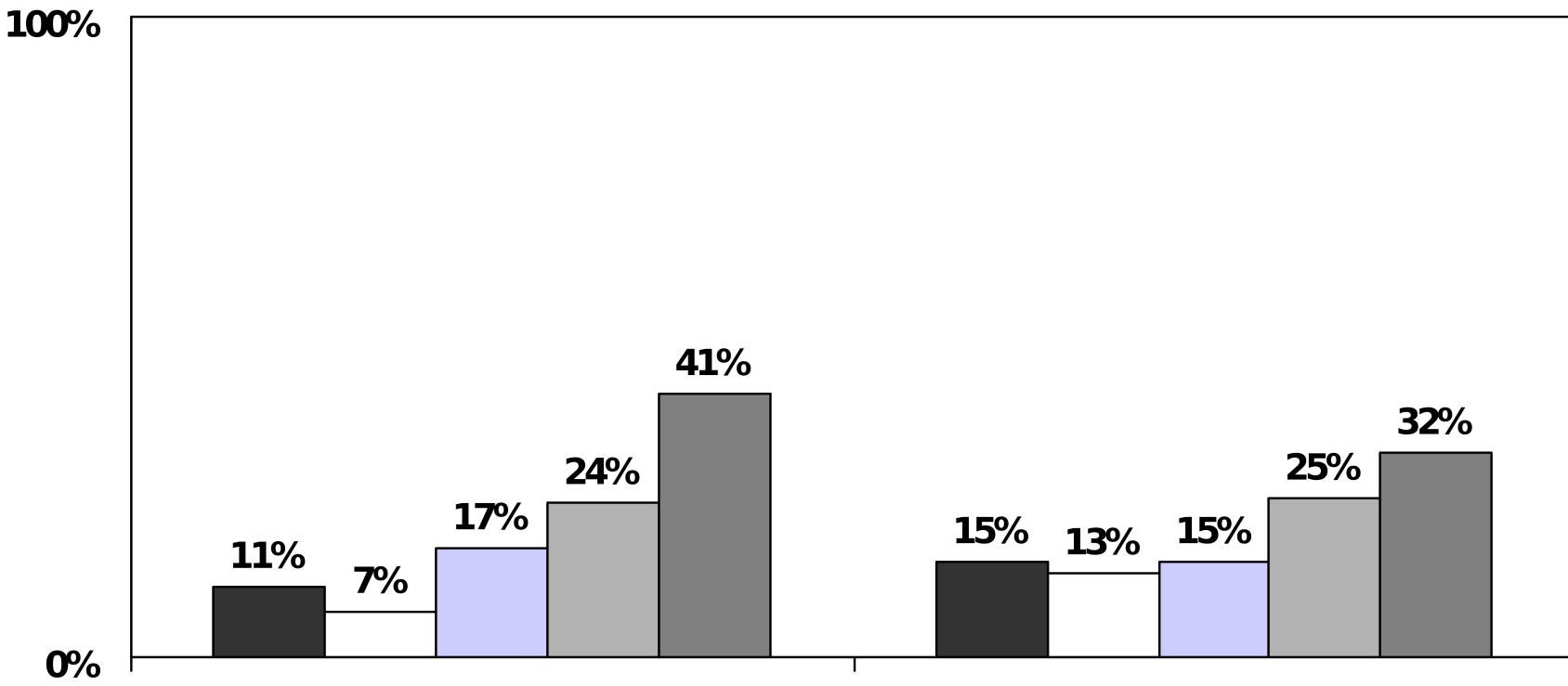
Installation Management Agency - Southeast

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	40%	49%
Gardening	1%	2%	28%	32%
Automotive detailing/washing	5%	7%	16%	28%
Automotive maintenance & repair	8%	8%	11%	27%
Digital photography	1%	5%	17%	23%
Computer games	1%	2%	19%	22%
Trips/touring	1%	14%	0%	15%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Installation Management Agency - Southeast

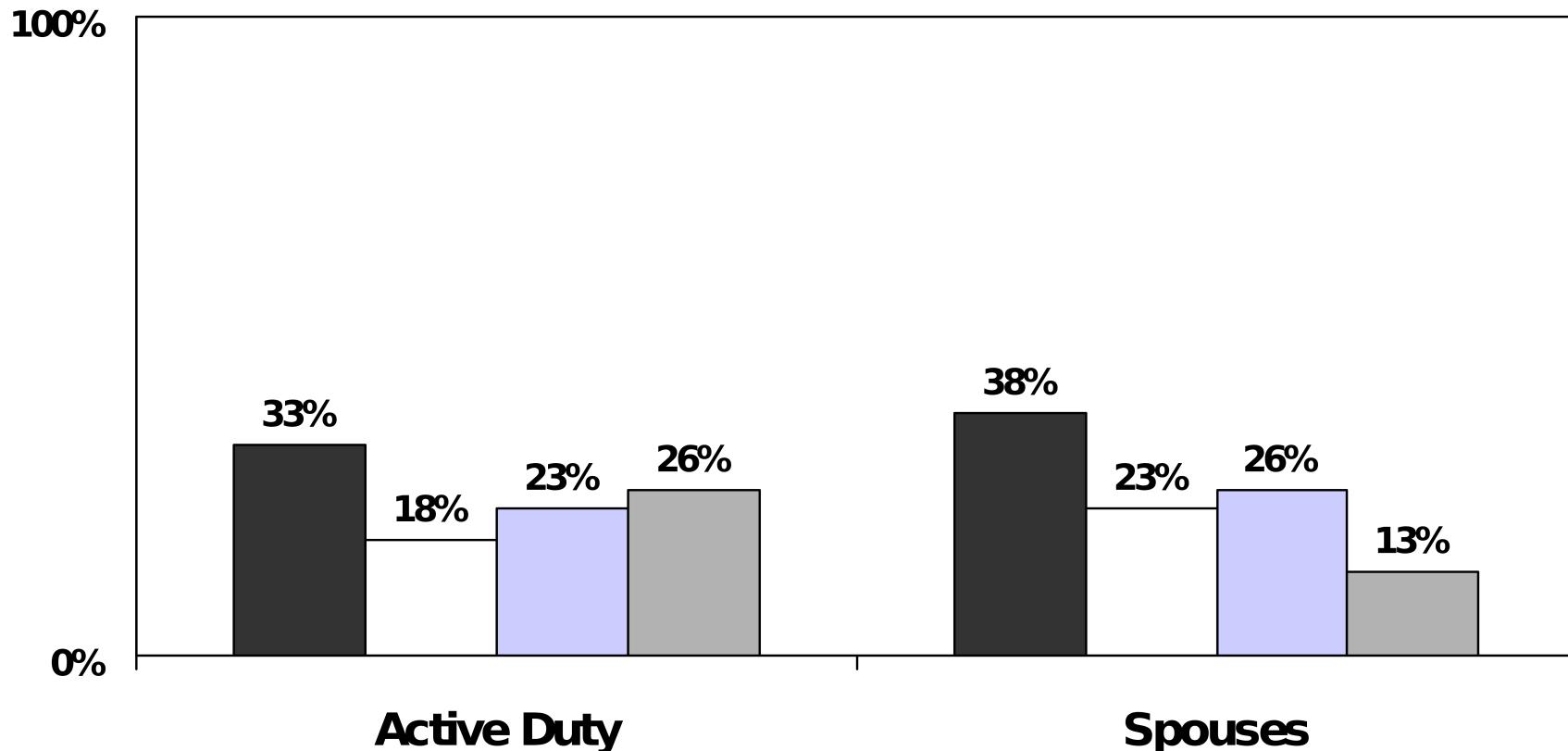


- Not Important □ Slightly Important □ Moderately Important □ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

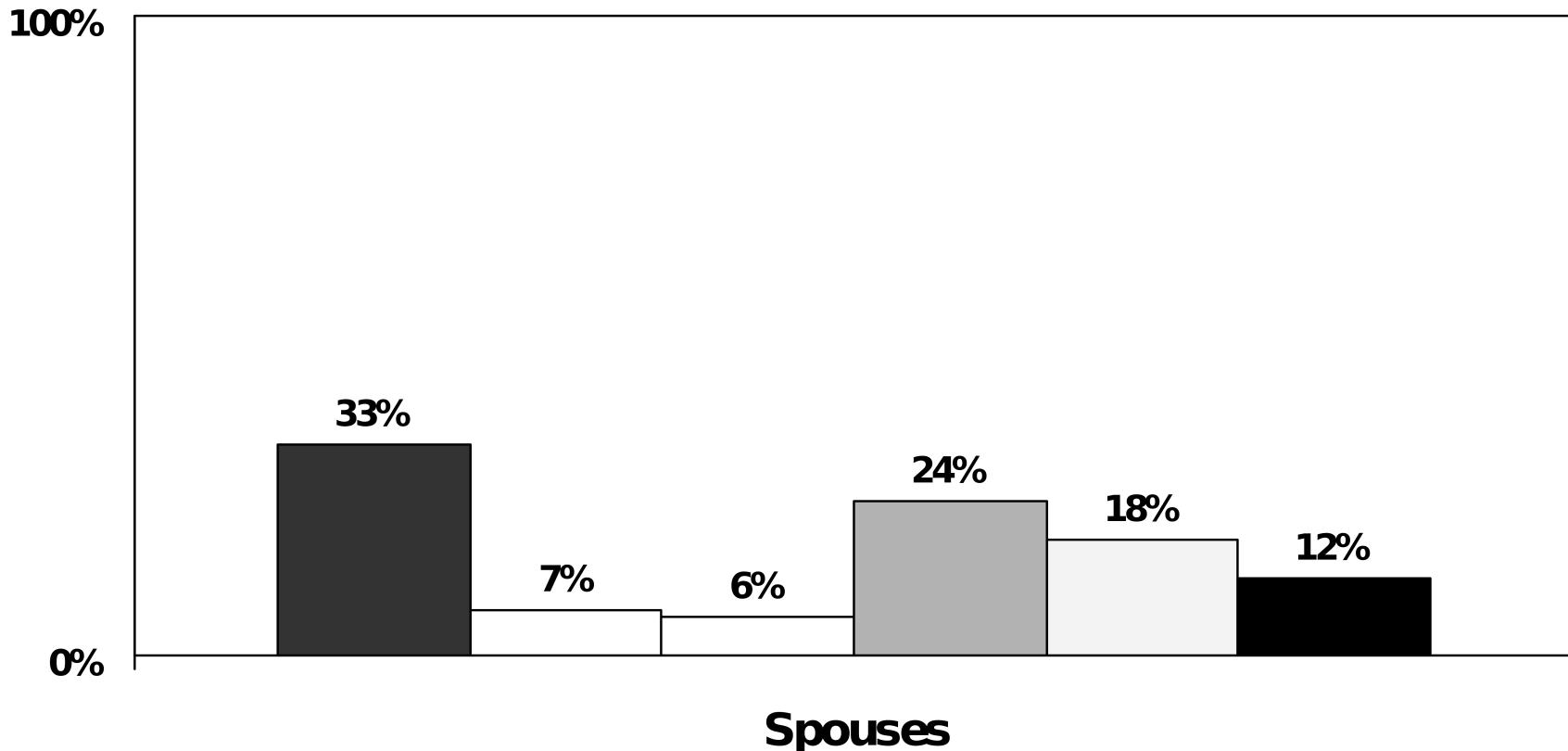
Installation Management Agency - Southeast



■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Installation Management Agency - Southeast



- Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Installation Management Agency - Southeast

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	40%
Probably will make military a career	15%
Undecided	22%
Probably will not make military a career	9%
Definitely will not make military a career	14%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
Yes	67%
Not Sure	21%
No	12%

# NEXT STEPS

Installation Management Agency - Southeast

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)